

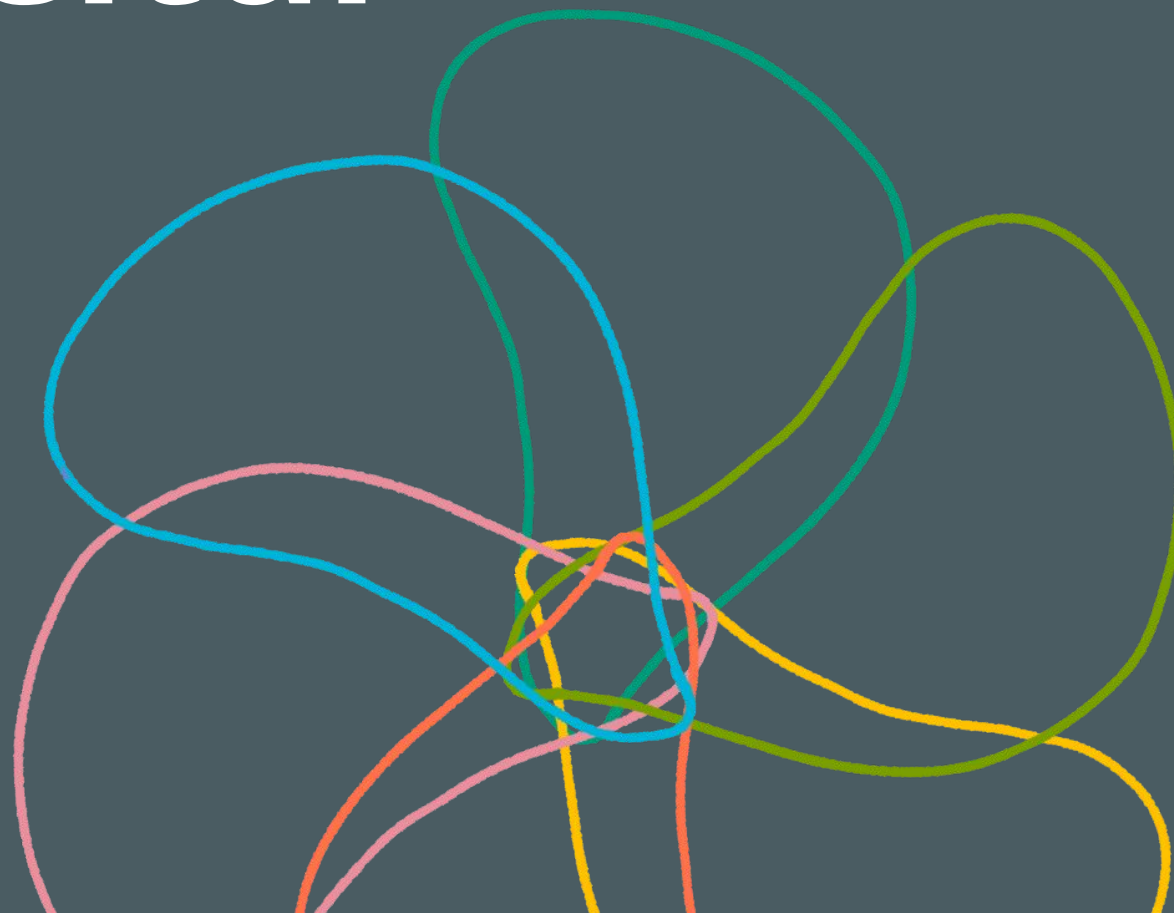
FORSENDUGREINING



Akademíureitur

Mótun sýnar

30. apríl 2025



Meginskilaboð af samráðsfundi

- Hafa verslun og þjónustu á reitnum, en passa vel að hún taki ekki frá annarri starfsemi í bænum, s.s. miðbæ
- Mikilvægt að reiturinn fari ekki undir bílastæði
- Skiptar skoðanir um hvers konar íbúðir eigi að koma á reitnum - litlar fyrir ungt fólk eða stórar fyrir eldra fólk
- Skjólgott torg með mannlífi, gróðri og fallegu umhverfi
- Ekki of háa og þétta byggð - um 3-4 hæðir
- Hafa líf í Íþróttakademíunni - Mögulega félagsmiðstöð
- Líst vel á göngu- og hjólaleið sem tengist við Stekkjahamar
- Loka Sunnubraut fyrir umferð eða hægja á henni
- Þjóðbraut verði borgargata

Grunnstefna Reykjanesbæjar



FRAMSÆKNI



VIRÐING



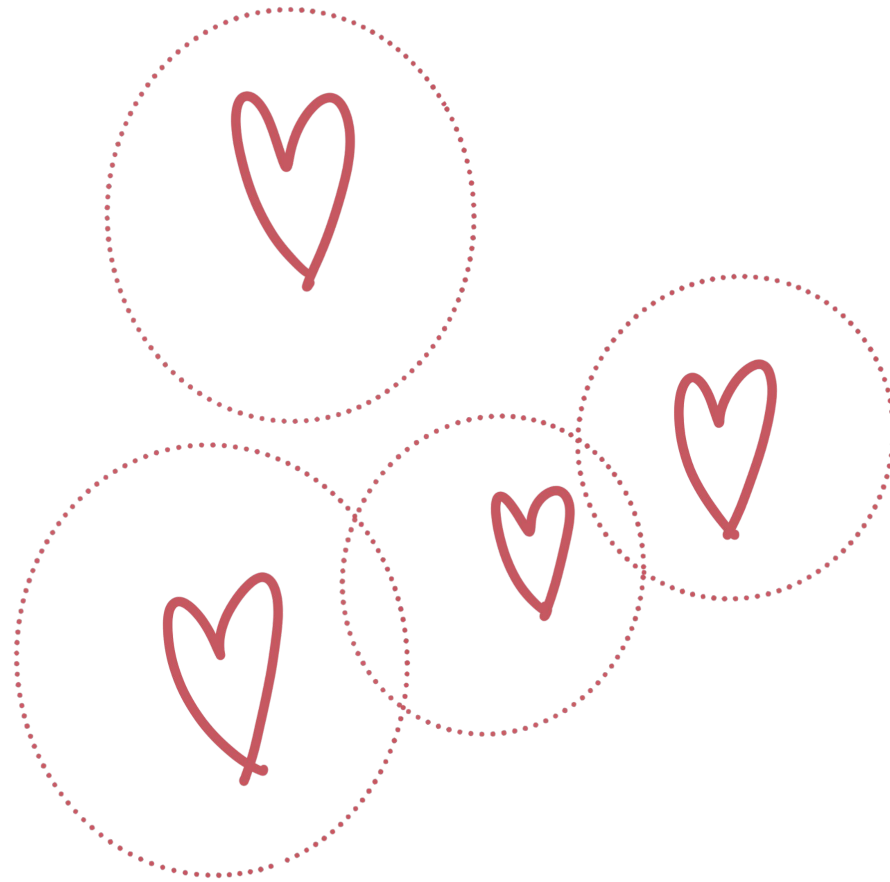
ELDMÓÐUR

Mótun sýnar

Fyrstu viðbrögð og næstu skref

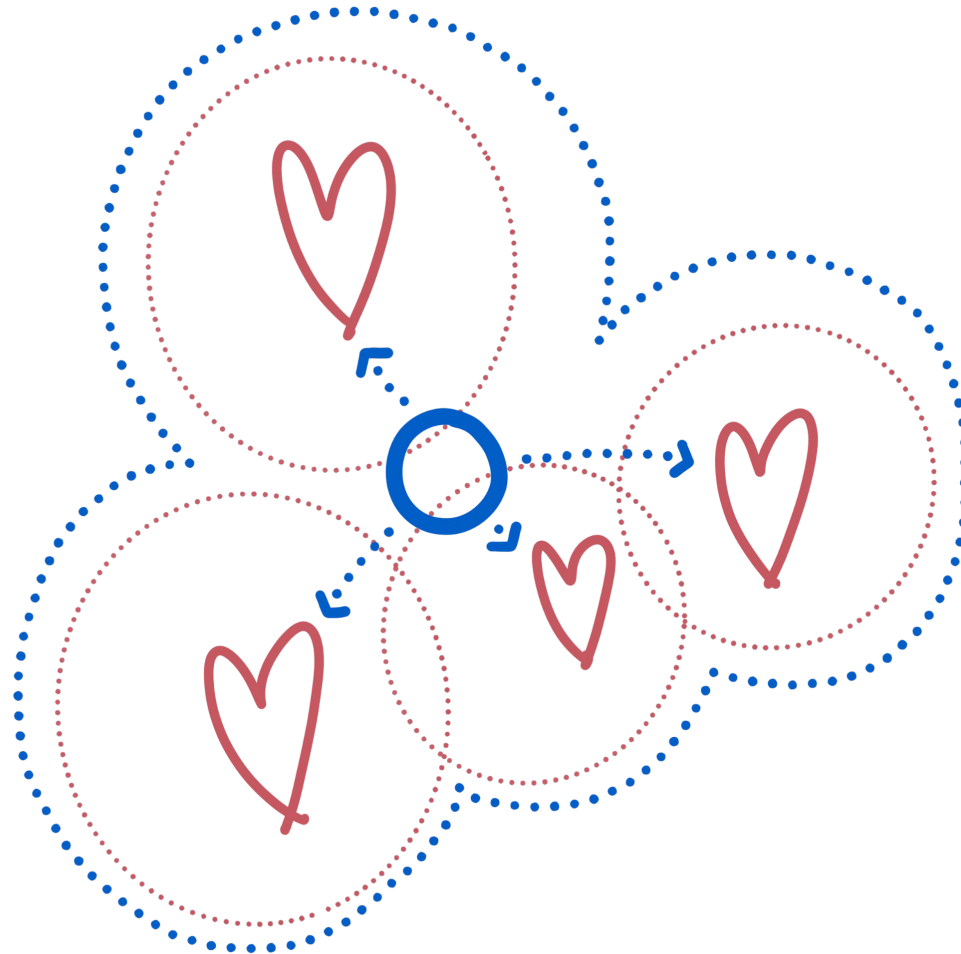
Understanding Reykjanesbær

Old villages vs. new town



Understanding Reykjanesbær

One town - many hearts

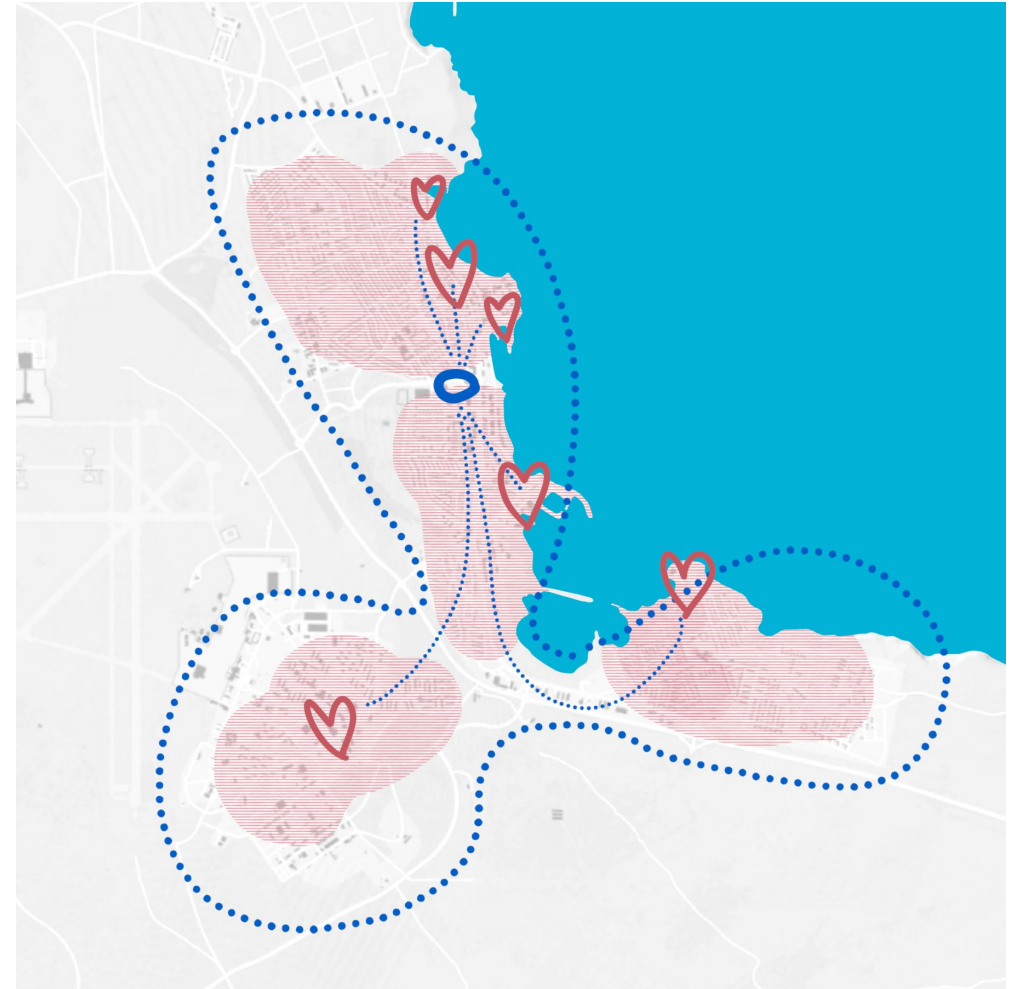


Principles

1. Create the Future (re/positioning)
2. Gather energy (urban design)
3. Be for Everyone (uses/content)
4. Collaborate with Nature (wellbeing)
5. Stay Flexible (delivery)
6. Change Views (perception)

1. Create the Future (positioning)

- Akademiureitur is not located in 'old villages'
- We can be 'Reykjanesbaer' Identity
- Complimenting historic villages with something new and contemporary
- Old villages have traditional form/small scale form & uses
- Akademiureitur can be larger, contemporary form & uses
- Place for both



2. Gather energy (urban design)

- Lots of disconnected large scale uses
- Full of activity and energy
- Great things happenings/people gathering but its not obvious
- Celebrate connectivity/Make sense of disconnected pieces
- Creating a space all the people will want to come together
- Channel & redirect flows –people are ‘on the way’
working/learning/shopping/playing/dropping/journeying

3. Be for Everyone (uses/content)

- This is for people of all ages/backgrounds
 - 'Democratic' not 'pay to play'
 - People who are Living, Working, Learning and Playing
 - Existing residents, Newcomers and Visitors
 - Intergenerational: The Old & Young, families and teens.
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- What do people need? How can we attract (& delay) them? Increase
 - OurTown Square/Living room/hang out –Intimate/protected
 - Leisure/Competitive socialising/food & beverage/retail/events?
 - Locally authentic/so attractive to visitors ('Great Final Night')

4. Collaborate with Nature (wellbeing)

- Enhance place of physical activity
- Allow elements of climate/nature/water to shape what we make.
- SUDs and water management (edges/low points)
- Microclimate/capturing sunlights
- Microclimate/Sheltering rain and wind
- View/route to sea
- Pathways/outward links and connections/walking& cycling

5. Stay Flexible (delivery)

- Avoiding a fixed idea for development, flexible to demand/new idea
- Hotel vs Apartments/Commercial/Retail/Food & Beverage/Culture?
- Sport Academy may evolve
- Plot flexibility/ Any order of delivery?
- Staged Placemaking: Core + Individual Projects
- Densifying parking over time? (reducing land-take)
- Basement parking – Common ramps +connecting boxes?

6. Change views (perception)

- Project role in (rei)maging Reykjanesbær'
- Reykjanesbær = 'one place many hearts' BUT this as a uniting identity
- Social Engagement/sense of belonging
- Changing/Resetting external perceptions
- That's happening in Reykjanesbær?!!'
- Local pride/identity/place
- Attracting investment (residential vs office/hotel)

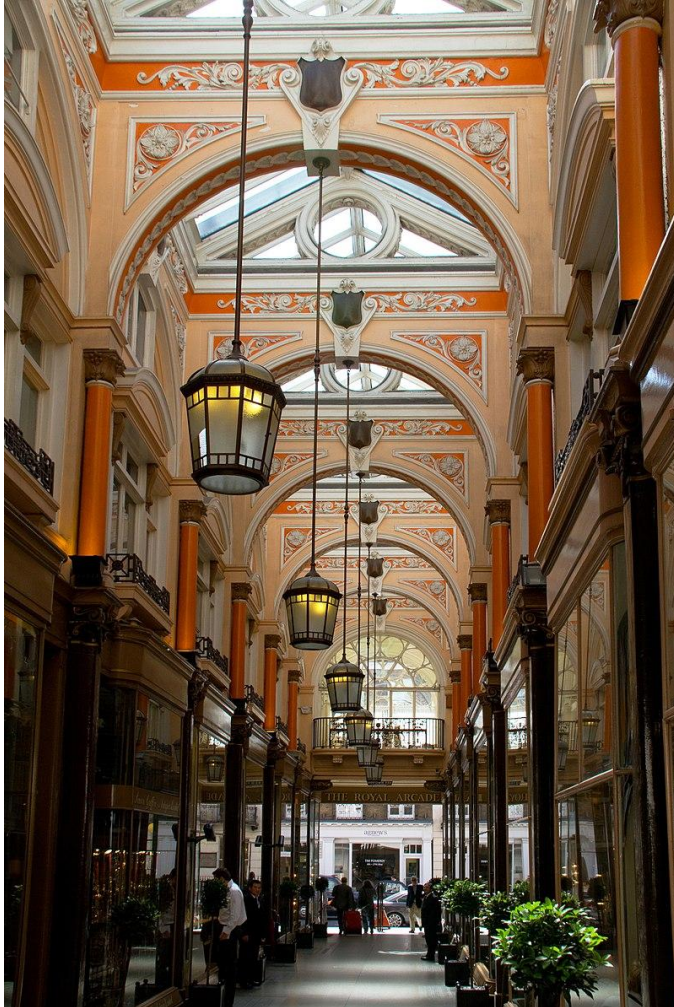
Scale



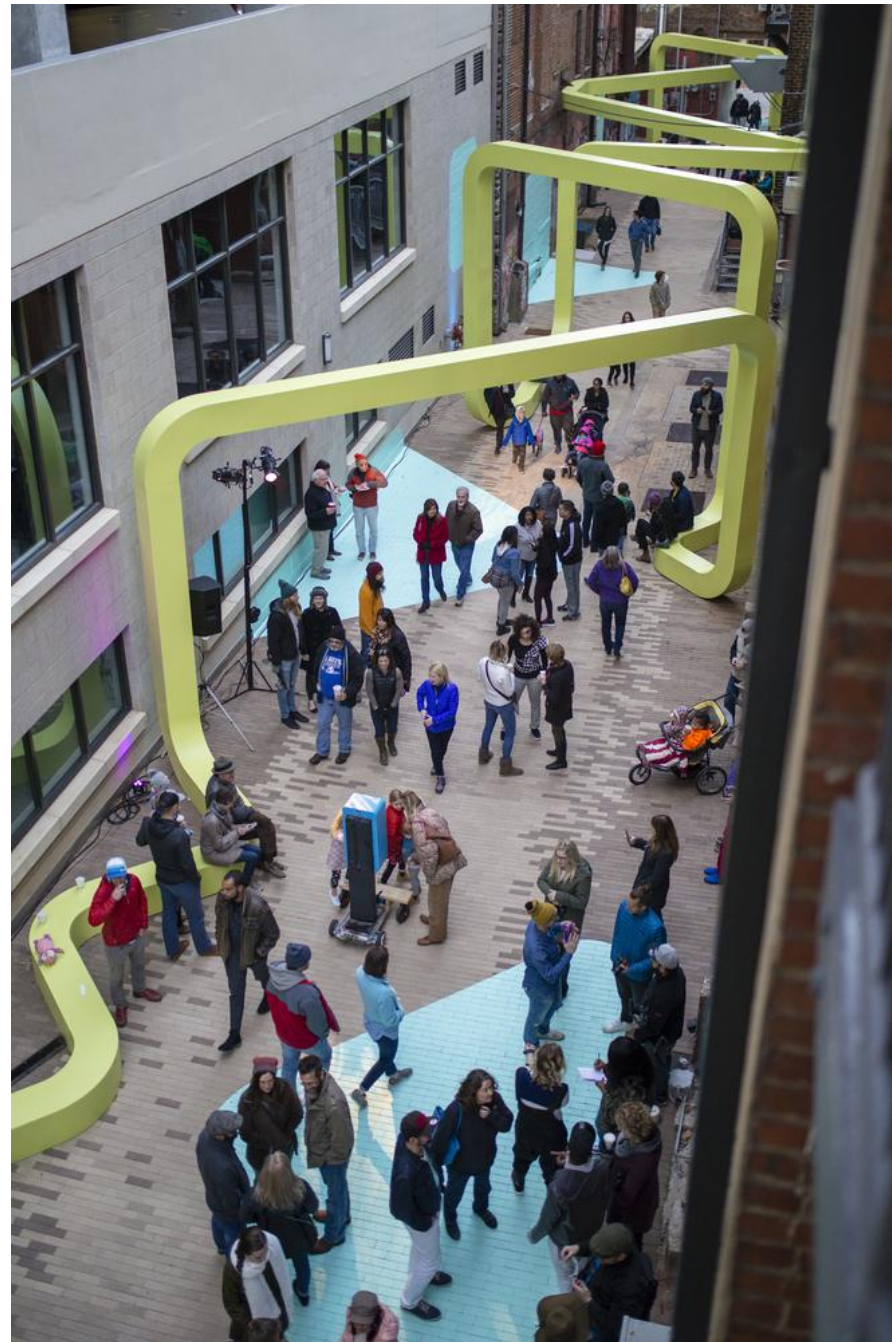
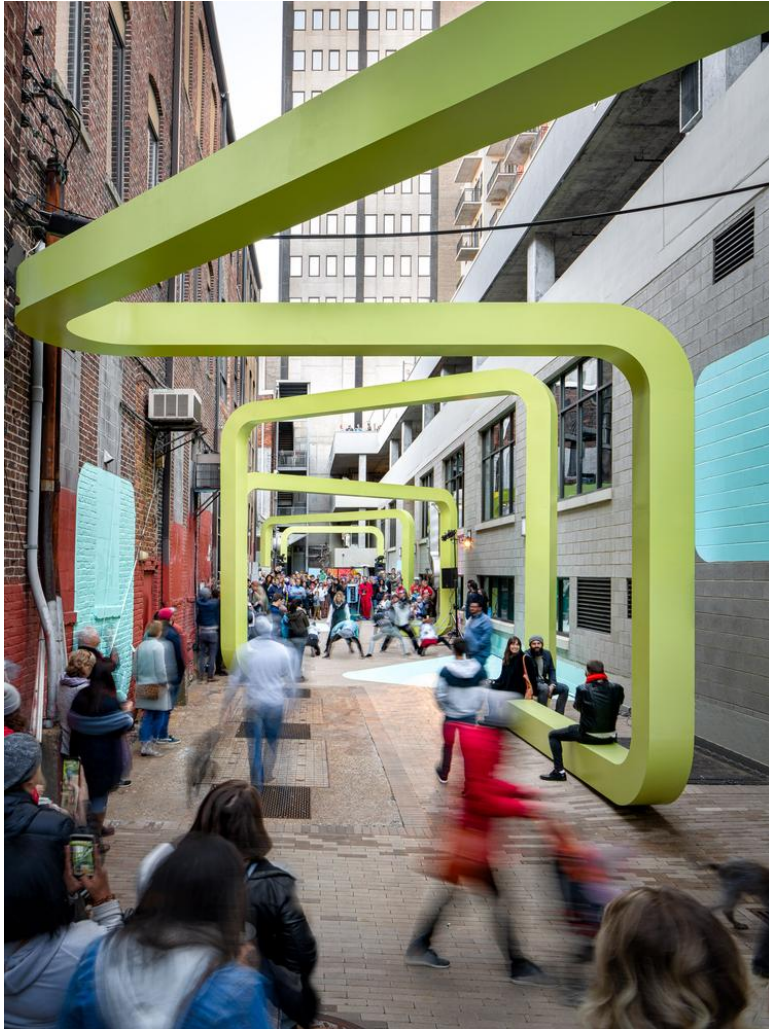
Strategy?



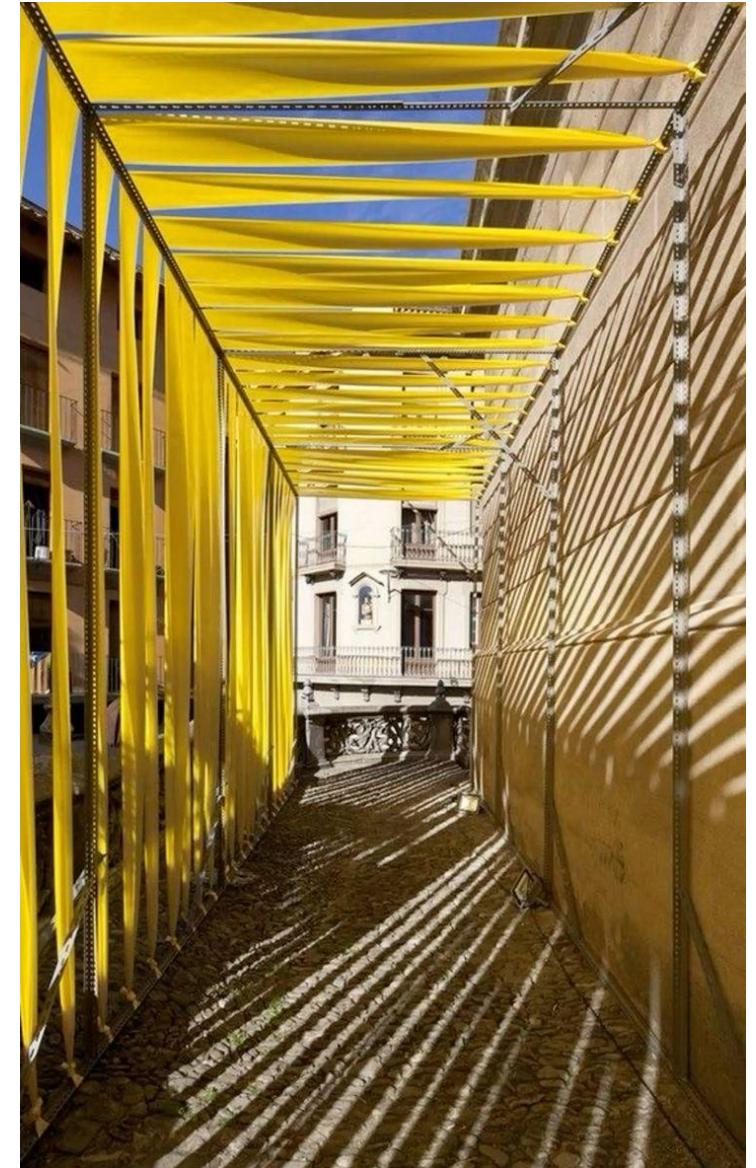
The Spine



The Spine



The Spine



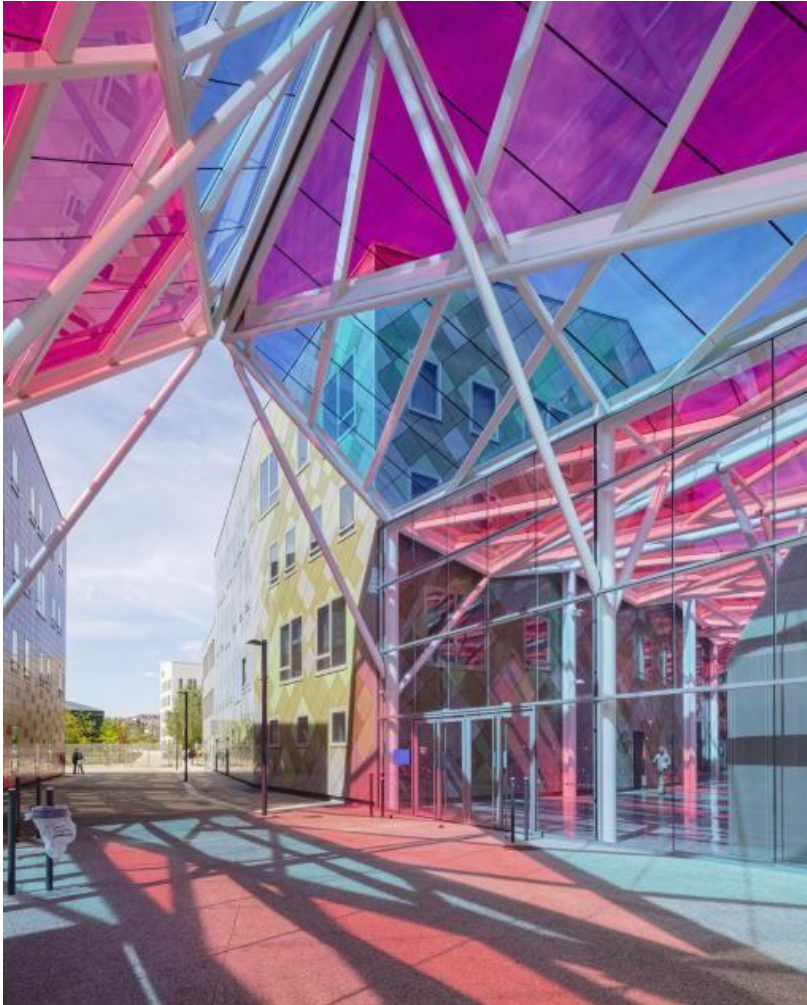
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